



151 Martin Street

Birmingham, MI 48009

248-530-1800

Parks and Recreation Board Agenda

Department of Public Services

851 South Eton-Conference Room

Tuesday, September 13, 2016

6:30 PM

- I. Call to order**
- II. Approval of the minutes of :** Tuesday, August 9, 2016 (*regular meeting*)
- III. Recognition of Former Parks and Recreation Board Members**
  1. Jane Folk, 1973-2004, 34 years of service
  2. Richard Purnell, 1988-2009, 21 years of service
- IV. Agenda Items-Written and submitted by 5pm Monday at the Birmingham Ice Sports Arena, one week prior to the meeting.**
  1. 2016 Scheduled Parks and Recreation Board Meeting Dates
- V. Communications/Discussion Items**
  1. Donation Program Correspondence dated August 25, 2016 from Mr. Joseph A. Valentine, City Manager
  2. ITC Railroad on Canadian Thistle (*verbal*)
  3. Crowdfunding Grants-Identify Opportunities
  4. Golf Course Updates
    - a) Golf Course Financials
    - b) Golf Course Report
  5. Project Updates (*verbal*)
- VI. Unfinished Business**
- VII. New Business**
- VIII. Open To The Public for Items Not On the Agenda**
- IX. Next Regular Meeting – Wednesday, October 5, 2016(DPS)**
- X. Adjournment**

Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 at least on day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al (248) 530-1880 por lo menos el día antes de la reunión pública.  
(Title VI of the Civil Rights Act of 1964).

*If you cannot attend the meetings, please contact Connie Folk at the Birmingham Ice Arena (248) 530-1642.*

*Minutes are available for review at the Birmingham Ice Sports Arena, 2300 East Lincoln, Birmingham, MI 48009*

**PARKS & RECREATION BOARD MISSION STATEMENT**

*We the Parks & Recreation Board of Birmingham will help other organizations and agencies to plan and share family activities in helping to prevent the desires and need to use alcohol, drugs, and tobacco by providing recreational programs for all ages, and to encourage recreational life styles.*

***2017/2018 Scheduled  
Parks and Recreation Board Meeting Dates***

WILL BE HELD AT THE DPS CONFERENCE ROOM  
AT 851 SOUTH ETON  
AT 6:30PM

**January 10, 2017**  
***New Year's Day 1/1/2017***

**February 7, 2017**

**March 7, 2017**

**April 11, 2017**  
***Spring Break for Birmingham Schools 4/1/17-4/9/17***

**May 2, 2017**

**June 6, 2017**

**July 11, 2017**  
***Independence Day 7/4/17***

**August 1, 2017**

**September 12, 2017**  
***Labor Day 9/4/2017***

**Wednesday, October 3, 2017**

**November 14, 2017**  
***Election Day 11/7/2017***

**December 5, 2017**

**January 9, 2018**  
***New Year's Day 1/1/2018***

# **PARKS AND RECREATION BOARD MEETING MINUTES**

## **August 9, 2016**

Therese Longe, Chairperson, called the meeting to order at 6:30 p.m. at 851 S. Eton.

**MEMBERS PRESENT:** Ross Kaplan, Therese Longe, John Meehan, Ryan Ross, Art Stevens, Lilly Stotland and Bill Wiebrecht

**STUDENT REPRESENTATIVES ABSENT:** Nichole McMaster

**ADMINISTRATION:** Lauren A. Wood, Director of Public Services,  
Carrie A. Laird, Parks and Recreation Manager and  
Connie J. Folk, Recreation Coordinator

**PRESENTERS:** Michael J. Dul, Michael J. Dul & Associates, Inc.,  
Matthew Clark, Michael J. Dul & Associates, Inc.,

**GUESTS:** Anne Bray, Pam Graham, D. Espree, Andrea Green, David Green, Geri Rinschler,  
Gordon Rinschler, Cindy Rose, Tina Norton and  
Brian Wilmers, Roeper School Representative

It was moved by Art Stevens, seconded by Bill Wiebrecht that the minutes of the July 12, 2016 regular meeting be approved as corrected.

**Yeas – 7** Ross Kaplan, Therese Longe, John Meehan, Ryan Ross, Art Stevens, Lilly Stotland and Bill Wiebrecht

**Nays – 0**

### **AGENDA ITEM #1-2<sup>nd</sup>** Adams Park Concept Site Plan Public Workshop

Therese Longe stated that this is a feedback session on the Adams Park Concept Site Plan. Therese stated that this is a follow up from the Public Workshop that was originally held in May.

Therese stated the Parks and Recreation Board and the public will see the plan that has been developed and will be available to provide feedback to the consultants.

Lauren Wood stated that the Adams Park Concept Plan came before the Parks and Recreation Board at the Public Workshop on May 3, 2016. Lauren stated that the department met with neighborhood associations that surround Adams Park and representatives from Roeper School.

Michael Dul spoke to the surrounding neighborhood and Roeper representatives regarding Adams Park. Michael stated that there is a drainage problem that needs to be addressed and that some of the elements stated in the Adams Park Concept Plan are used by Roeper School.

Michael stated that Adams Park will have a lot of open space for a variety of activity, a play area, basketball court, an asphalt strip used for long jumping in the sand, an area for discus and shot-put.

Michael stated that the Adams Park Concept Plan shows many trees around the park, entry points to the park and a garden seating area.

Lilly Stotland asked that when the playground equipment is selected that the playground be accessible for a variety of ages and disabilities.

Bill Wiebrecht stated that inside the entry areas the placement of the benches are located in areas that allows for the parents to watch the children playing in the park. Bill stated that the bench locations are being considered for Adams Park should be incorporated in all City of Birmingham parks when installing benches.

## 2

Therese read an email received from Julie Sutherland that lives in the South Poppleton area since 2002 and has been anxiously awaiting action to refresh the park. Therese stated that Julie was unable to attend the meeting but that Julie fully supports the neighbors that will be presented at the meeting, to move forward with the plans for Adams Park as a low intensity neighborhood park. Therese stated that Julie is most urgent in the need of regrading of the land and is the first step in a longer term plan to renew Adams Park.

Cindy asked about the fencing surrounding Adams Park.

Michael Dul stated that the fencing will remain to keep the users of Adams Park safely in the park without the users traveling into the streets.

Cindy stated that the biggest draw at Barnum Park is the sandbox.

Gordon Rinschler stated that the elements of the Adams Park is all right and is supportive of the low intensity park and would recommend for the plan to be moved forward.

Anne Bray asked about drainage swales shown in the plan. Michael stated that the park is sloped for the water to move towards the drainage swales.

Pam Graham asked about drainage and what percentage would it be sloped. Pam stated that installing an attractive fence around the perimeter and having open space available is also an important feature.

Pam stated that the play areas and sitting areas should be attractive for all ages including seniors and adults.

Geri Rinschler stated having an adult swing for senior citizens would be a nice feature to the Adams Park Plan.

Art Stevens asked if Roeper is contributing to the Adams Park Plan?

Brian Wilmers stated that he has shown the Adams Park Plan to Roeper School and the elements that are shown along the north boarder that would allow the track and field activities to continue. Brian stated that Roeper would very much be interested in participating financially in that part of the Adams Park Plan as it relates to the track and field activity.

Brian stated that the shot-put does not need to be crushed stone.

Tina Norton stated that having an ornamental fence would be lovely. Tina having a six foot fence along Adams Road would be recommended.

Andrea Green stated she is excited about the Adams Park Plan but is concerned about the drainage on Ridgedale. Andrea stated as your heading towards Adams on Ridgedale it is a giant piece of ice. Andrea stated having Adams Park as an open space area is more viable.

Therese stated that the Adams Park Plan is a very approachable and doable plan and that the Adams Park Plan will be an asset to the City of Birmingham as an urban park.

Lauren stated that if the Parks and Recreation Board is comfortable with the conceptual Adams Park Plan and it was intended to be a Master Plan that is a concept site plan and the public comments will be added as the project moves forward.

Lauren stated that next step would be construction drawings for bidding. Lauren stated that for the 2016-2017 budget monies were allocated for construction drawings and planning for Adams Park. Lauren stated that the project may be able to be bided out later in the 2016-2017 fiscal year, which would be Spring, 2017 for a Fall start of phase one.

Matthew Clark stated that the drainage could take place with proper planning on regrading of Adams Park so that the rest of the plan will work with the new catch basins that are installed.

It was moved by John Meehan, seconded by Art Stevens to support and acknowledge the Adams Park Project Concept Plan dated August 9, 2016 as presented and that the Adams Park Project Concept Plan dated August 9, 2016 was endorsed by the neighborhood associations and Roeper School and forward to the City Commission for their consideration.

**Yeas – 7**      Ross Kaplan, Therese Longe, John Meehan, Ryan Ross, Art Stevens, Lilly Stotland and Bill Wiebrecht

**Nays – 0**

**AGENDA ITEM #2-Birmingham Brand Development Committee (BBDC)**

Lauren stated the City Commission approved the creation of an Ad Hoc BBDC, and instructed a member of the Parks and Recreation Board be appointed.

Lilly Stotland volunteered to serve on the BBDC.

**COMMUNICATION/DISCUSSION ITEM #1- Keep America Beautiful/Dr. Pepper Snapple Recycling Grant Award**

Lauren was awarded a grant for eight (8) new recycling bids which will be placed at Kenning Park, Pembroke Park, St. James Park, Barnum Park and Poppleton Park.

**No action was required by the board.**

**COMMUNICATION/DISCUSSION ITEM #2 – Parks Rules and Regulations Approved at the City Commission Meeting -7/25/2016**

Lauren provided the approved Parks Rules and Regulations that was approved at the July 25, 2016 City Commission Meeting.

**No action was required by the board.**

**COMMUNICATION/DISCUSSION ITEM #3 – Porous Pave Update**

Lauren stated that the item was pulled from the City Commission and was not approved. Lauren stated there was discussion on material being used and it was stated that the material being considered should be consistent with material being used at other locations in the City of Birmingham.

Theresa stated that the City Commission asked that the item be referred back to the Parks and Recreation Board and for the Parks and Recreation Board to look at other options for the area.

Theresa stated that more information needs to be provided to the City Commission on the Parks and Recreation Board with due diligence on picking the porous pave for this particular area and how it relates on future projects as it relates to the Rouge River Trail system.

Theresa stated that a more detailed memorandum stating the issues of limestone and chips being used in pathways and pros on using porous pave in proposed projects by the department.

**COMMUNICATION/DISCUSSION ITEM #4a – Golf Course Financials**

Lauren provided the Parks and Recreation Board the golf course financials.

**No action was required by the board.**

**COMMUNICATION/DISCUSSION ITEM #4b – Golf Course Report**

Lauren provided the Parks and Recreation Board the golf course report.

**No action was required by the board.**

**UNFINISHED BUSINESS:**

Carrie stated that the Little Library has been installed at Barnum Park and that the City of Birmingham is registered with the Little Library and has received the charter plaque. Carrie stated in the Fall there will be a naming contest for the Little Library at Barnum Park.

**NEW BUSINESS:**

Anne stated that along the railroad track that travels through the City of Birmingham, ITC removed vegetation. Because of the removal of the vegetation Canadian thistle has grown

Carrie stated a contractor will be cutting the seed heads, treat the area before the seeds take root at the Buckingham site. Carrie stated she will be contacting a representative from ITC to discuss the area.

Cindy stated she would like the City of Birmingham for the wonderful job that has been done at Barnum Park.

**OPEN TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA:**

Therese stated that the next meeting will be held on September 13, 2016 at 6:30 pm at DPS

The meeting adjourned at 7:27 p.m.  
Connie J. Folk, Recreation Coordinator

**Parks and Recreation Board Meeting 8/9/2016**



August 25, 2016

Marshall Lasser  
PO Box 2579  
Southfield, MI 48037

Dear Mr. Lasser,

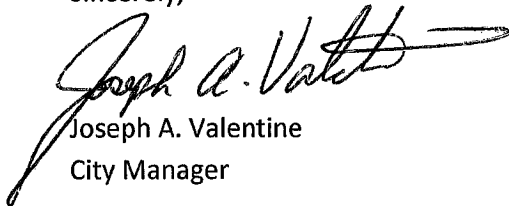
Thank you for your time in meeting with Public Services Director, Lauren Wood, Parks and Recreation Board Chair, Therese Long, City Commissioner, Patty Bordman, and myself on August 25<sup>th</sup>, 2016 to further discuss your interest in contributing towards park improvements in Birmingham.

We look forward to continue working towards improvements to our city parks that are able to incorporate elements of common interest. To this end I will confirm the process we discussed in moving forward in mutual partnership of shared goals.

Ms. Wood will serve as your primary contact with the city for all initiatives involving city parks and property. Ms. Wood will be available to meet with you to review the city's current plans and identify areas within these plans that may involve opportunities for rocks, boulders and landscaping enhancements. If you have an interest in any of these areas, you are welcome to submit a donor plan to Ms. Wood to be considered by the city's Parks and Recreation Board. I have attached a copy of the city's *Parks and Recreation Donor Policy* for your review, which further outlines this process.

I thank you again for your interest in working with the city to improve our parks and public spaces through shared objectives.

Sincerely,



Joseph A. Valentine  
City Manager

cc: Lauren Wood, Public Services Director  
Parks and Recreation Board  
City Commission  
Jay Shell

Communication/Discussion Item #1

## **City of Birmingham Parks and Recreation Donor Policy**

Thank you for considering Parks and Recreation in the City of Birmingham for your donation. We welcome donations from individuals, foundations, non-profit organizations and corporations and look forward to working with you.

While donations for our parks will enrich the community, the City of Birmingham recognizes that its open spaces, trails and recreation areas are precious resources. Accordingly, the City of Birmingham desires to protect and preserve the open, tranquil atmosphere of our parks, to protect the natural quality of our trails and to enhance the development of our recreational assets. Therefore, donations for park improvements and recreation programming will be considered with the support of those goals in mind.

### **I. DONATION CATEGORIES**

The City of Birmingham welcomes donations in several categories including:

- a) Park landscaping elements include trees, shrubs and other flora. Donations of all landscaping elements, however, must be approved species and there may be site specific limitations. Please see the City of Birmingham Park Donor Program for further information.
- b) Park amenities for the purchase, replacement or refurbishment and maintenance of park benches, picnic tables, drinking fountains, bicycle racks, playground components and the like. Although suggestions from donors will be considered for the placement of a donated park amenity, final decisions as to location will be determined by the City of Birmingham. Please see the City of Birmingham Park Gift Donor Program for further information.
- c) Park features include arbors, pavilions, plazas, gardens, and the like. Such features must enhance the park, enrich the experience of park users and be consistent with park planning processes. Accordingly, such proposed donations will only be considered on a case-by-case basis. Donors may contact the City of Birmingham or the Director of Public Services to discuss proposed park features.
- d) Monetary donations, such as cash or negotiable securities, may be used toward the development and general upkeep of park elements, amenities and features. Donors may identify a specific use for the City's consideration, or funds may be used to best meet the needs of the City of Birmingham Parks and Recreation projects.

### **II. DONATION GUIDELINES**

In order to have a consistent donor program, the following guidelines endeavor to address both the needs and resource capabilities of the City of Birmingham and the desire of donors to support Birmingham's Parks. Donors should contact the Director of Public Services to discuss donation ideas.

- a) The City wants to ensure the best appearance and aesthetic quality of its parks. Thus, donations should satisfy a true need of an approved park scheme.

### **II. DONATION GUIDELINES *(continued)***



- b) All donations will be reviewed for appropriateness and compatibility with the City of Birmingham Parks and Recreation Master Plans. The City reserves the right to decline any donation if, upon review, the donation is (1) limited by special restrictions, conditions or covenants which pose unreasonable budgetary or maintenance obligations on the City, or (2) not in the best interest of the City.
- c) Donors may be asked to appear before the Birmingham Parks and Recreation Board and/or the City Commission, to present their donation proposal. Public comment and feedback may be considered during the review process.
- d) The City understands that donors may have preferences regarding the choice of design professionals, vendors and contractors, and preferences regarding the location, size, scale, color and materials of donated elements, amenities and features. The City, however, must adhere to the open bid process requirements, if applicable, and to other City policies and goals. Accordingly, final decisions on all details of the proposed donation shall be at the sole discretion of the City of Birmingham.
- e) While the City recognizes the generally good intentions behind any donation, the City, at its sole discretion, reserves the right to decline any gift or donation.
- f) Upon acceptance by the City, any donated element, amenity or feature, becomes City of Birmingham property. The City has an interest in ensuring that all park elements, amenities and features remain in good repair and will provide, at its sole discretion, reasonable maintenance of donated items. The City, however, is under no continuing obligation to repair, replace or maintain perpetual care for any donated item.
- g) The City will make a reasonable effort to notify a donor of any damage, theft or other loss to a donated item and may, at its sole discretion, repair or replace such a donated item to the extent it deems practical, or as described in the original gift agreement, if any.
- h) Because donations to the City of Birmingham may be tax deductible, donors are encouraged to consult with their tax advisor.

### III. **DONOR RECOGNITION**

- a) Recognition shall be provided for all gifts given to the City of Birmingham for park improvements, subject to such general policy changes and amendments as may be implemented by the City Commission.
- b) "Naming rights" on any park feature or element are subject to the approval of the City Commission.
- c) All donations will be acknowledged by a letter of appreciation from the City of Birmingham.

## Fwd: Agenda Item

Inbox x

**Lauren Wood**

Sep 6 (3 days ago)

to me, Carrie

Let's plan on including these documents and possibly the links under the Communication/Discussion portion of this next agenda.

**Lauren Wood**

Director of Public Services

City of Birmingham  
Department of Public Services  
851 S. Eton  
Birmingham, MI 48009  
office: [248.530.1702](tel:248.530.1702)  
cell: [248.515.3795](tel:248.515.3795)

——— Forwarded message ———

From: **Lauren Wood** <[lwood@bhamgov.org](mailto:lwood@bhamgov.org)>

Date: Wed, Jul 20, 2016 at 4:26 PM

Subject: Agenda Item

To: "Laird, Carrie" <[Claird@bhamgov.org](mailto:Claird@bhamgov.org)>, "Folk, Connie" <[Cfolk@bhamgov.org](mailto:Cfolk@bhamgov.org)>

Keep this for a future Board agenda, let you know when.

<http://www.crowdfundingmi.com/1-2/>

<http://www.crowdfundingmi.com/f-a-q/>

Thanks!



# CROWDFUNDING MI

## Invest on Main Street



[Home](#) [Invest](#) [Get Funded](#) [Our Partners](#) [Resources](#) [About](#) [Blog](#) [Media](#)

## Support Public Spaces & Community Places

Applications available today!

[Click here to apply online!](#)

Thriving places help define a community's economic vitality. From Bike trails, to pocket parks, to public sculpture projects, they contribute to a strong quality of life, help attract and retain talent, and grow stronger local economies.

Do you have a passion to help make a great new public space a reality in your community?

[Program details](#) and [Application Guide](#)

The **Michigan Economic Development Corporation** and **CrowdfundingMI.com**

have teamed up with **Patronicity**, a locally-based crowdfunding platform that allows you

to do just that. Through Patronicity, communities and non-profits can raise donations to revitalize or create public spaces, and the Michigan Economic Development Corporation will match funds raised dollar for dollar, up to \$50,000, if they can reach their goal.



[Apply online at Patronicity](#)

## #crowdfundingMI



**Patronicity**

RT

40 mins ago

@MMLeague: Help create cool #Corktown space in Savage Park #CrowdfundingMI @MEDC bit.ly/28TfS5p pic.twitter.com/uzvueq7paO



Crowdfunding is an easy and innovative way for community projects to gain public interest and raise money by being able to leverage donations of all sizes.

This is the first program of its kind in the country, where local residents can be part of the development of transformational projects in their communities and be backed with matching dollars by the State. The grant program is available to municipalities and non-profits for projects that focus on activation of public spaces such as an outdoor plaza or park enhancements and that established public awareness and momentum. Once a project has been chosen, the entity can apply to the Michigan Economic Development Corporation via Patronicity, to conduct a crowdfunding campaign of up to \$50,000. All applications to conduct a raise will be made online, via Patronicity.

---

**MEDC** serves as the state's marketing arm and lead advocate for business growth, jobs and opportunity with a focus on helping grow Michigan's economy.

**Patronicity** is a Michigan-focused crowdfunding platform that supports building vibrant communities by connecting small businesses, organizations and events with local patrons and sponsors to help them grow, one project at a time.

**The Michigan Municipal League** is dedicated to making Michigan's communities better by thoughtfully innovating programs, energetically connecting ideas and people, actively serving members with resources and services, and passionately inspiring positive change for Michigan's greatest centers of potential: its communities.

---

Share:



**Patronicity**

1 MORE 5 hours ago

DAY to help

@DowntownSault

create murals

#CrowdfundingMI

@MEDC @MSHDA

@Patronicity

bit.ly/1tu8rGx

pic.twitter.com/bJi3sn

mce8



**The League**

1 MORE 8 hours ago

DAY to help

@DowntownSault

create murals

#CrowdfundingMI

@MEDC @MSHDA

@Patronicity

bit.ly/1tu8rGx

pic.twitter.com/KrsU2T

y6tW



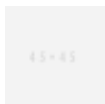
## Contact Information

---

Summer Minnick  
Director, Policy Initiatives and  
Federal Affairs  
Phone: (517) 908-0301  
Email: [sminnick@mml.org](mailto:sminnick@mml.org)  
Twitter: @SummerMinnick

## Blog

---



### The Power of MILE & Local Investing

April 27, 2015

---



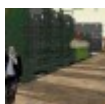
The Michigan Municipal League is the one clear voice for Michigan communities. Through advocacy at the state and federal level, we proactively represent municipalities to help them sustain highly livable, desirable, and unique places within the state. We create and offer our members services and events that range from traditional to cutting edge, in order to help educate and inspire them to remain focused on their passion for the area they represent. We are a non-profit, but we act with the fervor of entrepreneurs; our people are dynamic, energetic and highly approachable, passionately and aggressively pushing change for better communities.

The Michigan Municipal League (the "League") offers links to certain funding websites as a convenience to its members. These funding websites endeavor to match Michigan investors with Michigan businesses seeking funds for local development. The League has not vetted the offerings featured on these websites and encourages all interested parties to read the disclaimers on the applicable funding website, to carefully review the risk factors and other information provided in any offering materials and to obtain appropriate professional advice before investing. The League is not an SEC- or Michigan-registered broker, dealer, investment advisor, investment manager or funding portal. The League does not give investment advice, make investment recommendations nor make any representations as to the suitability of any investment for any investor. The information on the League's websites and in other League materials does not constitute an offer, or the solicitation of an offer, to buy or sell any securities to any person.

### Adrian Succeeds in Public Spaces Community Places Crowdfunding Campaign!

December 11, 2014

---



### Five Public Projects Funded Through New MEDC Crowdfunding Match Program, 4 More In The Works! What's Your Project?

November 13, 2014

---





## NEW PUBLIC SPACES COMMUNITY PLACES GRANT INCENTIVIZES VIBRANT COMMUNITIES

The Michigan Economic Development Corporation is rolling out a creative funding mechanism for its Public Spaces Community Places initiative in partnership with the Michigan Municipal League and the Michigan-based **crowdfunding** platform Patronicity.

This opportunity mobilizes community members, residents and general supporters to make individual contributions while promoting their efforts to others. Communities, non-profits and other business entities can submit projects by applying for a Patronicity crowdfunding online donation campaign. Projects meeting fundraising goals can receive a matching grant from MEDC of up to \$100,000.

Public Spaces Community Places projects include:

- Public Plaza & Green Space Development
- Access to Public Amenities
- Farmer's Markets, Community Kitchens, Pop-Up Retail/Incubator Space
- Alley Rehabilitation
- Any other place based (or public space improvement) project

**The open application process begins July 9 at [patronicity.com](https://patronicity.com).**

For more information, visit [crowdfundingmi.com](https://crowdfundingmi.com).

*Communities, non-profits and other business entities can submit projects through Patronicity.  
Applications will be accepted until all funds have been disbursed.*

PURE *M*ICHIGAN®

# Public Spaces and Community Places

---

## Application Guide 2015-2016

## **Program Description**

The Michigan Economic Development Corporation in conjunction with the Detroit-based Patronicity and in partnership with the Michigan State Housing Development Authority (MSHDA) and the Michigan Municipal League, has developed “Public Spaces and Community Places”, a creative funding mechanism.

Donation crowdfunding, a simple and innovative way to generate public interest and raise donations to revitalize or create public spaces, has recently become popular amongst groups looking to make local improvements. Because it utilizes web-based donations, projects are accessible to anyone willing to make a donation. Further, this tool engages the public as each person plays a part in achieving community improvements, and instills community pride as residents become invested in their surroundings.

Patronicity uses donation crowdfunding exclusively within Michigan’s vibrant communities. Projects in our traditional downtowns are aided by Public Spaces and Community Places, which assists the fundraising efforts of patrons. With the incentive of a funding match from the MEDC/MSHDA if the financial goal is reached, the creative funding mechanism mobilizes community members to make individual contributions. Potential projects must focus on the “activation of public spaces and community places.” Michigan’s ability to attract and retain young, knowledge based talent—is greatly increased by taking advantage of unique, downtown placemaking assets in each of our communities, making this funding mechanism even more valuable.

As these projects affect the lives and well-being of entire communities, it is important that they have established public awareness, local momentum and hopefully, the support of Patronicity.

## **Eligible Applicants**

The creative funding mechanism is available to projects located in Michigan communities which contain a traditional downtown. Only local communities and non-profit entities are eligible to apply. Non-profit entities must have 501c3 status in place before project launch.

A traditional downtown is defined as follows:

- 1) A grouping of 20 or more contiguous commercial parcels containing buildings of historical or architectural significance.
- 2) The area must have been zoned, planned or used for commercial development for more than 50 years.
- 3) The area consists of primarily zero lot-line development.
- 4) The area has a pedestrian-friendly infrastructure.

## **Types of Activities Allowed**

Applications may be submitted for project activities directly related to the description above. It is important these projects have established public awareness and local momentum.

Projects that fit this description would include but are not limited to:

- Streetscape Beautification & Walkability
- Public Plaza Development
- Access to Public Amenities (Riverwalks, Canoe Livery, Pier Enhancements)
- Farmer’s Markets, Community Kitchens, Pop-Up Retail/Incubator Space (community or non-profit)
- Alley Rehabilitation
- Park Enhancements
- Bike Paths & Non-Motorized Infrastructure
- Bandshells & Amphitheaters
- Community Theater Rehabilitation (community or non-profit)
- Public Wi-Fi
- Place Branding & Event Implementation
- Any other project that activates public space or a community place

**\*\*Any event-based activation of public space will be limited to a \$7500 grant amount. Event-based projects**



must be taking place over at least a 3-month period. Projects activating multiple spaces are preferred. Established festivals and entertainment series are not eligible.

### **Grant Dollars**

Preference will be given to projects that present an initial cash match of the required funds upon application. If your project does not have this initial investment set up, you are still eligible to apply. All projects must be 100% funded and ready for execution with the initial cash match (if applicable), the fund raise, and the MEDC/MSHDA matching grant. Eligible projects must have a minimum total cost of \$5,000. MEDC/MSHDA matching grant funds will be available up to \$50,000 per project.

Initial cash match constitutes matching funds provided by a project stakeholder: the local unit of government, a non-profit entity, private source, or other state or federal agencies, which are committed to the project scope of work at the time of application.

For example:

1. Total project cost: \$120,000  
Initial Cash Match: \$ 70,000  
Financial Gap: \$50,000
  - Patronicity Campaign Goal: \$25,000
  - MEDC Match, if Patronicity Campaign Goal is achieved: \$25,000
2. Total project cost: \$30,000
  - Patronicity Campaign Goal: \$15,000
  - MEDC Match, if Patronicity Goal is achieved: \$15,000

### **Evaluation Criteria**

Projects will be evaluated on a variety of factors, including, but not limited to:

- a defined and focused project
- overall impact of the project on the community and placemaking efforts
- local financial commitment and documented plan of how to attain the necessary match needed
- current fundraising and marketing campaigns
- project location (preference given to projects connecting to or located in a traditional downtown)
- project start and completion date

Preference will be given to projects that are able to initiate the project by the deadline (up to 60 days) of agreement and which have funding sources that allow the project to begin in that time period. Projects with multiple funding sources will need to demonstrate that they will be able to begin the project in a timely manner. A higher preference will be given to projects with an initial cash match.

### **Other Details**

- Projects must demonstrate the activation of a new or distressed public space or community place.
- Projects must hit crowdfunding target by the 60 day deadline or else they will not receive the grant money.
- MEDC Videography staff will assist project applicant in producing pitch video. This is a free service and is to be utilized at the discretion of the applicant. Other means to produce a video will be accepted but all projects must have a video.
- Patronicity will provide crowdfunding support to those awarded through technical and marketing assistance.
- Any one donor can donate a maximum of \$10,000 to the raise.
- Grant disbursements will be negotiated on an individual basis depending on the needs of the project and community.
- It is not required that the projects are competitively bid, but it is highly recommended.
- Grants will only be made to an applicant deemed eligible by the MEDC/MSHDA.

## Project Process Flow

- **STEP 1- Tell Us About Your Project**

Applicants will utilize the [Patronicity website](#) to build out a basic profile for their project. This profile acts as the initial application. Once a project page is started, Patronicity will make contact with the applicant. Applicants may be required to acquire a solicitation license.

- **STEP 2- Patronicity Review**

Patronicity will perform an initial screening of the project and profile. Patronicity staff may request additional information to determine the project's appropriateness for crowdfunding.

- **STEP 3- MEDC/MSHDA/MML Review**

If project passes initial Patronicity review, projects will be forwarded to the review team and evaluated on the criteria noted in this document. MEDC/MSHDA/MML staff may contact the applicant for more information.

- **STEP 4- Patronicity Polish & Video Production**

If approved by the review team, Patronicity will then engage fully with the applicant to polish off the project page, talk marketing, and build out the crowdfunding campaign. MEDC Videography Staff will engage with the applicant to produce the project pitch video at no cost. This is a service of the MEDC and will only be utilized at the discretion of the applicant.

- **STEP 5- Project Goes Live!**

Start crowdfunding! Patronicity will provide technical assistance throughout the raise period.

- **STEP 6- Implementation**

If the crowdfunding campaign is successful, MEDC/MSHDA will match the funds raised and implementation can soon follow.

CITY OF BIRMINGHAM  
GOLF COURSE OPERATING REPORT  
FOR THE MONTH ENDED JULY 2016 (preliminary)

	SPRINGDALE		LINCOLN HILLS		COMBINED		PRIOR YEAR COMBINED	
	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE
<u>REVENUES</u>								
FOOD & BEVERAGE SALE	6,546	21,789	10,683	30,699	17,229	52,488	19,357	53,716
MERCHANDISE SALES	2,057	4,932	2,403	9,133	4,460	14,065	4,488	16,059
WEEK DAY GREENS FEES	34,536	110,565	32,088	128,846	66,624	239,411	77,724	248,959
WEEKEND & HOLIDAY GREENS	20,442	59,414	22,686	69,375	43,128	128,789	33,381	116,486
CART RENTALS	1,009	3,055	1,204	3,424	2,213	6,480	2,072	5,983
TOURNAMENT ENTRY FEES	1,675	3,760	-	2,304	1,675	6,064	2,599	6,853
CLASSES	35	35	430	89,781	465	89,816	4,445	92,280
GOLF CART RENTALS	18,130	49,696	18,675	56,614	36,806	106,309	35,159	99,937
BUSINESS MEMBERSHIP	100	3,350	100	7,260	200	10,610	500	10,700
NON-RESIDENT MEMBERSHIPS	2,350	35,000	4,450	95,400	6,800	130,400	4,700	127,018
UNLIMITED GOLF PASS	-	(11)	-	3,600	-	3,589	-	5,050
PACKAGE CLUB PASS	-	-	-	-	-	-	-	725
GOLF HANDICAP FEE	-	-	-	-	-	-	-	-
INVESTMENT INCOME	-	-	-	6,315	-	6,315	(201)	7,304
LEASE PAYMENTS	800	5,600	554	3,876	1,354	9,476	1,338	10,925
SUNDRY & MISCELLANEOUS	-	-	-	292	-	292	57	2,381
CASH OVERAGE/(SHORTAGE)	(1)	9	0	69	(1)	78	-	102
TOTAL REVENUES	87,678	297,193	93,273	506,989	180,951	804,182	185,619	804,478
<u>EXPENSES</u>								
<u>FINANCE</u>								
ADMINISTRATION COST	1,474	10,054	1,474	10,054	2,948	20,108	2,860	22,720
AUDIT	-	-	-	-	-	-	-	-
SUB-TOTAL FINANCE	1,474	10,054	1,474	10,054	2,948	20,108	2,860	22,720
<u>MAINTENANCE</u>								
SALARIES & WAGES DIRECT	5,139	32,360	5,542	41,936	10,681	74,296	14,064	83,995
OVERTIME PAY	-	0	-	0	-	1	-	(5,316)
LONGEVITY	-	-	-	-	-	-	-	(1,248)
FICA	391	2,449	422	3,180	813	5,629	1,071	5,891
HOSPITALIZATION	202	2,596	202	2,641	404	5,236	446	3,247
LIFE	8	104	8	105	15	209	18	214
RETIRE CONTRIB HEALTH	220	477	220	529	441	1,006	50	(2,283)
DENTAL/OPTICAL	26	381	26	386	52	768	65	776
LT/ST DISABILITY	12	160	12	162	23	322	27	322
WORKER'S COMPENSATION	51	315	55	413	105	727	139	798
SICK LEAVE PAYOUT	-	-	-	-	-	-	-	-
RETIREMENT EMPLOYER CNTRB	61	465	61	478	123	943	120	(2,599)
HRA BENEFIT	-	10	-	10	-	20	-	20

CITY OF BIRMINGHAM  
GOLF COURSE OPERATING REPORT  
FOR THE MONTH ENDED JULY 2016 (preliminary)

	SPRINGDALE		LINCOLN HILLS		COMBINED		PRIOR YEAR COMBINED	
	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE
RETIREMNT-DEF CONTR EMPLR	112	1,524	112	1,531	223	3,056	142	1,639
RET HLTH SVGS CONTR EMPLR	40	548	40	555	80	1,103	68	826
OPERATING SUPPLIES	4,253	18,939	1,268	19,843	5,521	38,782	594	38,329
OTHER CONTRACTUAL SERVICE	-	4,488	-	1,142	-	5,629	1,512	9,845
TELEPHONE	-	-	-	-	-	-	-	-
ELECTRIC UTILITY	-	1,230	-	5,030	-	6,259	244	4,807
GAS UTILITY	27	1,109	17	909	45	2,018	43	1,430
WATER UTILITY	-	-	-	45	-	45	-	32
TRAINING	-	147	-	47	-	194	185	1,187
PRINTING & PUBLISHING	-	-	-	-	-	-	-	119
EQUIPMENT RENTAL OR LEASE	2,417	16,917	2,417	16,997	4,833	33,914	4,833	21,927
SUB-TOTAL MAINTENANCE	12,959	84,219	10,401	95,937	23,361	180,156	23,621	163,958
<u>CLUBHOUSE</u>								
SALARIES & WAGES DIRECT	6,163	43,624	11,341	66,864	17,504	110,488	20,793	119,034
OVERTIME PAY	53	590	70	1,510	123	2,100	448	(555)
LONGEVITY	-	-	-	-	-	-	-	(512)
FICA	475	3,380	873	5,228	1,348	8,609	1,624	9,020
HOSPITALIZATION	535	6,888	535	6,888	1,071	13,776	1,183	12,043
LIFE	1	12	1	12	2	24	2	25
RETIRE CONTRIB HEALTH	224	738	224	766	448	1,504	100	(556)
DENTAL/OPTICAL	2	32	2	33	4	65	5	71
LT/ST DISABILITY	1	13	1	13	2	26	2	30
WORKER'S COMPENSATION	61	432	113	670	174	1,103	209	1,124
SICK TIME PAYOUT	-	-	-	-	-	-	-	-
RETIREMENT EMPLOYER CNTRB	67	538	67	545	133	1,082	132	(2,216)
HRA BENEFIT	-	20	-	20	-	40	-	40
RETIREMNT-DEF CONTR EMPLR	-	-	-	-	-	-	-	2
RET HLTH SVGS CONTR EMPLR	1	8	1	9	1	16	1	25
OPERATING SUPPLIES	1,471	7,503	1,192	9,359	2,663	16,862	4,518	13,935
FOOD & BEVERAGE	2,067	8,206	2,982	10,418	5,049	18,624	6,908	21,466
BEER AND WINE	1,326	5,025	990	4,254	2,316	9,278	2,240	9,188
MERCHANDISE	453	5,519	627	10,716	1,081	16,236	2,033	15,366
INSTRUCTORS	-	-	-	-	-	-	-	-
OTHER CONTRACTUAL SERVICE	33	6,639	557	8,467	590	15,106	(1,731)	10,581
TELEPHONE	107	599	68	726	175	1,324	175	1,293
CONTRACTUAL ALARM	79	552	145	1,017	224	1,568	224	1,289
ELECTRIC UTILITY	-	1,929	-	-	-	1,929	652	2,855
GAS UTILITY	49	946	24	231	73	1,176	88	1,079
WATER UTILITY	-	1,277	-	257	-	1,534	175	3,401
PRINTING & PUBLISHING	358	1,205	358	1,280	715	2,485	-	2,756

CITY OF BIRMINGHAM  
GOLF COURSE OPERATING REPORT  
FOR THE MONTH ENDED JULY 2016 (preliminary)

	SPRINGDALE		LINCOLN HILLS		COMBINED		PRIOR YEAR COMBINED	
	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE	CURRENT MONTH	CALENDAR- TO-DATE
MARKETING AND ADVERTISING	-	125	-	125	-	250	845	4,986
DEPRECIATION	4,250	29,250	4,833	33,333	9,083	62,583	8,917	65,970
EQUIPMENT RENTAL OR LEASE	2,488	9,771	4,983	12,625	7,470	22,396	10,085	25,130
LIAB INSURANCE PREMIUMS	1,250	13,124	1,250	13,124	2,500	26,247	678	24,423
LIQUOR LICENSE	-	1,253	-	1,253	-	2,505	-	2,505
SUB-TOTAL CLUBHOUSE	21,514	149,196	31,236	189,741	52,750	338,937	60,306	343,798
TOTAL EXPENSES	35,947	243,469	43,112	295,733	79,059	539,202	86,787	530,476
NET PROFIT (LOSS)	51,731	53,724	50,161	211,256	101,893	264,980	98,832	274,002
NET OPERATING PROFIT (LOSS) (EXCLUDING DEPRECIATION AND TRANSFERS)						327,563		339,972

## Golf Report - August 2016

August was another hot month with seven days being over 90 degrees. We were down 776 rounds compared to August - 2015, or 8 percent. Overall, we are down 1,565 rounds, or 3% compared to CY 2015.

### History of Rounds - Calendar Years 2012-2016

MONTH	2012			2013			2014			2015			2016		
	LH	SD	Total	LH	SD	Total	LH	SD	Total	LH	SD	Total	LH	SD	Total
January	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
February	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
March	405	1,572	1,977	0	292	292	0	0	0	0	0	0	321	0	321
April	2,420	2,591	5,011	1,573	2,260	3,833	3,705	652	4,357	3,087	1,713	4,800	2,377	1,616	3,993
May	4,433	4,129	8,562	4,314	3,797	8,111	4,393	3,493	7,886	4,892	4,293	9,185	5,432	3,898	9,330
June	5,206	4,522	9,728	5,774	4,406	10,180	5,330	4,216	9,546	5,556	4,268	9,824	5,557	4,221	9,778
July	4,707	4,651	9,358	5,098	4,286	9,384	5,139	4,636	9,775	5,718	5,218	10,936	5,729	4,805	10,534
August	4,128	4,449	8,577	5,195	4,695	9,890	4,376	4,084	8,460	4,408	4,403	8,811	4,197	3,838	8,035
September	3,145	3,071	6,216	3,019	3,154	6,173	3,074	2,746	5,820	3,411	3,059	6,470			0
October	796	2,495	3,291	2,795	1,779	4,574	915	2,493	3,408	2,666	908	3,574			0
November	0	1,104	1,104	576	0	576	33	675	708	1,489	0	1,489			0
December	0	412	412	53	0	53	0	124	124	514	0	514			0
TOTALS	25,240	28,996	54,236	28,397	24,669	53,066	26,965	23,119	50,084	31,741	23,862	55,603	23,613	18,378	41,991

## 2016 Membership Analysis as of 8/31/2016

	YTD 8/31/2016		CY 2015		CY 2014		CY 2013		CY 2012		CY 2011	
MEMBERSHIPS	#	%	#	%	#	%	#	%	#	%	#	%
Business	109	12.56%	109	12.73%	102	13.42%	99	13.20%	101	13.56%	84	14.81%
Non-Resident - Individual	465	53.57%	475	55.49%	406	53.42%	401	53.47%	398	53.42%	343	60.49%
Non-Resident - Dual	209	24.08%	194	22.66%	175	23.03%	185	24.67%	186	24.97%	111	19.58%
Non-Resident - Family	85	9.79%	78	9.11%	77	10.13%	65	8.67%	60	8.05%	29	5.11%
Total	868	100.00%	856	100.00%	760	100.00%	750	100.00%	745	100.00%	567	100.00%

	YTD 8/31/2016		CY 2015		CY 2014		CY 2013		CY 2012		CY 2011	
RESIDENT MEMBERSHIPS	#		#		#		#		#		#	
Resident	1,846		2,090		1,733		2,007		1,843		1,244	

## YTD 2016 and YTD 2015 Revenue Comparisons

REVENUES	SALES YTD Aug 2016		SALES YTD Aug 2015		DIFFERENCE
Greens Fee	\$468,124	68.62%	\$484,590	69.68%	(\$16,465)
Cart Fee	\$146,475	21.47%	\$141,617	20.36%	\$4,858
Food & Beverage	\$34,817	5.10%	\$40,267	5.79%	(\$5,451)
Beer	\$31,451	4.61%	\$27,786	4.00%	\$3,665
Wine	\$1,336	0.20%	\$1,216	0.17%	\$119
Total	\$682,203	100.00%	\$695,476	100.00%	(13,273)